

Modern Stained Woodwork

The modern and artistic coloring of wood is simply taking the natural wood and by skillful treatment bringing out the beauty of the grain and figures in colors that are pleasing to the eye.

Where the higher cost of hardwoods make them prohibitive for certain types of work, the softer and more common varieties are used and when properly treated are very attractive in appearance.

To retain and preserve these color effects different types of protective coatings are applied over them.

POCKRANDT BEST PENETRATING STAINS, as their name implies, are penetrating, that is they sink deeply into the wood, emphasizing the irregular markings of nature.

They contain no pigments, therefore leave nothing on the surface to hide the grain.

POCKRANDT BEST PENETRATING STAINS do not raise the grain of the wood or show brush laps and in this respect must not be classed with ordinary spirit dyes. The colors are all very soft, rich, artistic and durable.

Directions for Use of Pockrandt Best Penetrating Stains

POCKRANDT BEST PENETRATING Stains can be applied on any kind of new wood. First sandpaper wood smooth with fine sandpaper, then apply one coat of POCKRANDT BEST PENETRATING STAIN. Allow a few minutes to penetrate after which wipe off surplus with cheese cloth. Color can be regulated depending on kind of wood and depth desired as hard wood will not penetrate as rapidly as soft wood. Allow twenty-four hours to dry, then apply one or two coats of shellac and wax or paste filler and varnish, depending entirely on the kind of wood used and the finish desired.

These directions apply to all colors except Mahogany which require one coat of POCKRANDT BEST MAHOGANY COATER before applying shellac or varnish.

If stains are too dark, reduce with turpentine only.

POCKRANDT BEST PENETRATING STAINS are made in sixteen standard colors, but by being intermixable, many more shades may be produced, or we will make any special shade to order if quantity justifies.

POCKRANDT BEST PENETRATING STAINS are rich in tone, practical in working properties, exceptional in covering capacity and economical and satisfying in results.



PENETRATING STAINS

for

New and Unfinished Lumber

**Economical
Practical
Artistic**



AKRON, OHIO

Points Worth Considering

Did you ever stop to think that the cost of Interior finishing material in the average home is less than 3% of the total cost. A fraction of this small percentage of cost can make or mar your job. Many architects, contractors, painters and property owners are taking this view. It may cost a small percentage more to finish the job right by using the best material, but it will be cheaper in the long run in up-keep, resale or rental value.

And here is where Pockrandt Service comes in, for you can see these stains on any wood in our service department and this service is free. All inquirers are given personal and prompt attention therefore enabling you to get proper finish and effect without any additional expense.

We also manufacture a complete line of exterior and interior paints as well as:

Pockrandt Best Oil Wood Stains
Pockrandt Best Acid Stains
Pockrandt Best Varnish Stains
Pockrandt Best Acid Stain
Lacquer

Pockrandt Best Prepared Wax
Pockrandt Best White Shellac
Pockrandt Best Orange Shellac

The Colors



GOLDEN OAK



JACOBAN OAK



BROWN MAHOGANY



WEATHERED OAK



TOBACCO BROWN



EARLY ENGLISH



WALNUT



CIRCASSIAN WALNUT



DARK MAHOGANY



GREEN WEATHERED



LIGHT WEATHERED



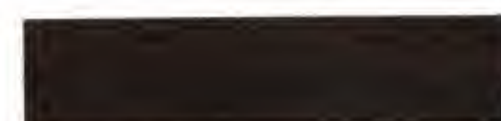
ANTIQUE MAHOGANY



MISSION GREEN



BROWN OAK



FLEMISH OAK



ENGLISH OAK

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To retain and preserve color effects different protective coatings are applied over them.

POCKRANDT BEST PENETRATING STAINS, the name implies, are products that sink deep into the wood, emphasizing the markings of nature.

They contain no pigments and therefore leave nothing on the surface to hide the grain.

POCKRANDT BEST PENETRATING STAINS develop the grain of the wood by brush, lap and in the final finish must not be classed with spirit dyes. The colors are all very soft, rich, artistic and durable.

Directions for Use of Pockrandt Best Penetrating Stains

POCKRANDT BEST PENETRATING Stains can be applied

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Jablonski Building Conservation
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POCKRANDT PAINT CO. is famous for its economical in working properties, exceptional in covering capacity and economical and satisfying in results.

GENERAL PRINTING CORP., COLOR CARD MAKERS, FORT WAYNE, IND.



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